

1. The person at our company who will be the primary contact for Ownership Associates is _____, at _____ (telephone number).

2. How many employees should receive copies of the survey? _____

3. In the survey itself, how exactly should we refer to your company so that all employees will identify with the name...

...in a formal context (on the cover of the booklet)?

...in a less formal context (in the cover letter and inside the survey)?

4. Which word do you usually use: customers clients other _____ ?

5. The survey typically asks about people's perceptions of *three distinct levels of management*. In order to make this distinction clear, we need to know what terms you use at your company.

a. What phrase should we use to refer to the people who determine company-wide policies and strategies? Please circle one.

Senior management, executive management, corporate management,

other _____

b. What phrase should we use to refer to the people with responsibility for individual departments or divisions? Please circle one.

Middle management, plant management, other _____

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c. What phrase should we use to refer to the people who play a direct supervisory or floor leadership role? Please circle one.

supervisors, team leaders, other _____

6. Which phrase should we use to refer to the groups in which people work? Please circle one.

work team, work group, department, division, other .

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Please return this page by fax (617-868-7969)
or mail (Ownership Associates, 122 Mt. Auburn Street, Cambridge, MA 02138).